

State University of New York College at Brockport
Alumni Placement Report
Class of 2004

EXECUTIVE SUMMARY

INTRODUCTION

The Office of Career Services presents the following Alumni Placement Report for the Class of 2004. The report presents an overview and analysis of the post-graduate plans of the baccalaureate and master's graduates of the class of 2004. Please note that not all respondents answered all questions.

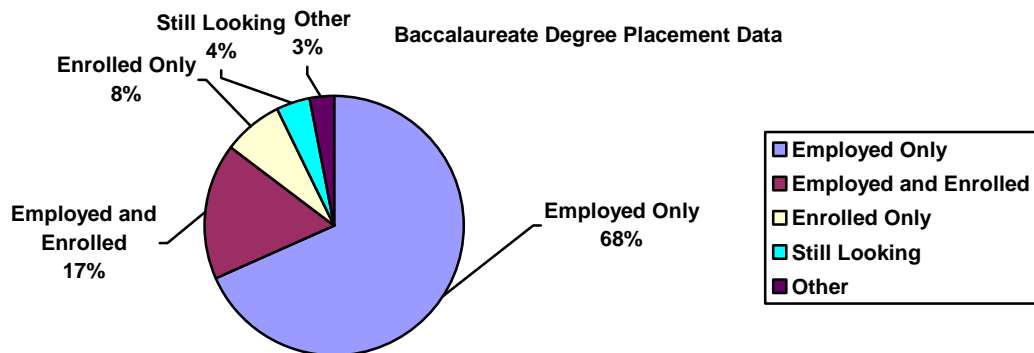
Summary of Baccalaureate Degree Data:

- **The baccalaureate degree survey response rate was 77%** (880 responses from 1,144 alumni with valid addresses/phone numbers). Last year's response rate was 82%. Survey non-respondents were 23% (264).
- **Of all respondents (880), there was a 93% (817) placement rate which is up slightly from 2003 (91%).**
 - 602 were employed only
 - 67 were enrolled only
 - 148 were employed and enrolled
 - **Of the 63 (7%) respondents who were not placed :**
 - 37 were still looking for employment
 - 26 were not in the job market
- Of those who responded to the employment relatedness question (750), 63% (473) reported that their employment related to their academic and/or career goals.
- Of those who reported the state where they were employed (593), 92% (543) remained in New York State and 8% (50) found employment out of state, which was similar to last year.
- 25% of last year's degree recipients (215) are pursuing further education.

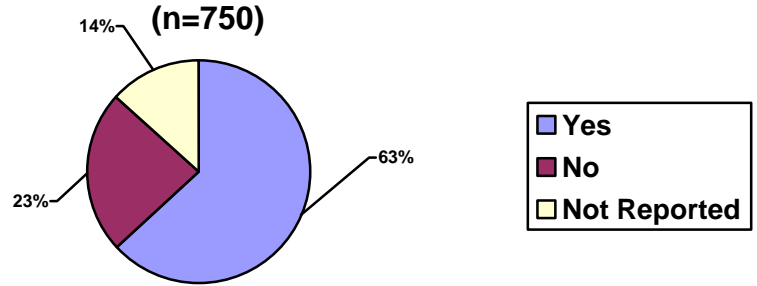
BACCALAUREATE DEGREE SUMMARY

Baccalaureate Degree Placement Data

	Employed Only	Employed & Enrolled	Enrolled Only	Still Looking	Other	Total %
n=880	602 68%	148 17%	67 8%	37 4%	26 3%	100%
	Sub Total = 93% (817)			Sub Total = 7% (63)		100%



Employment Related to Academic and/or Career Goals



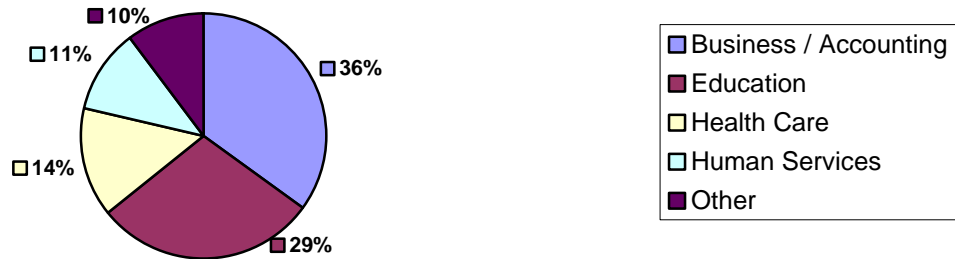
Top Undergraduate Employers	Frequency
Wegmans	(25)
University of Rochester/Strong Memorial Hospital	(17)
Paychex, Inc.	(15)
Rochester City School District	(13)
SUNY College at Brockport	(12)
Unity Health System	(11)
Rochester General Hospital	(10)
United States Army	(10)
Greece Central School District	(09)
YMCA	(7)

Baccalaureate graduates who reported employer names (655) listed 460 employers. In addition to the “Top Employers,” other employers include: A.G. Edwards & Sons Inc, Agape Physical Therapy, AmeriCorps*Vista, Bonadio & Company LLP, City of Rochester, DePaul, Eastman Kodak, Enterprise Rent-A-Car, Excellus BlueCross BlueShield, Harris Interactive, Heritage Christian Services, Hillside Family of Agencies, Lakeside Health System, Monroe Community College, Ortho Clinical Diagnostics, PepsiCo, The Sherwin-Williams Company, St. Joseph’s Villa, ViaHealth, Walt Disney World Resorts, and Xerox.

Baccalaureate Degree Enrollment in Graduate School Information

Baccalaureate graduates who are pursuing further education (215) most frequently reported SUNY Brockport (42) as their institution of higher education. Graduates listed 76 other colleges and universities including: Canisius College, Columbia University, Drexel University, George Washington University, Hofstra University, Mansfield University, Nazareth College of Rochester, Roberts Wesleyan College, Rochester Institute of Technology, St. John Fisher College, SUNY University at Binghamton, SUNY University at Buffalo, Syracuse University, Temple University and the University of Rochester.

Where 2004 Baccalaureate Graduates Work



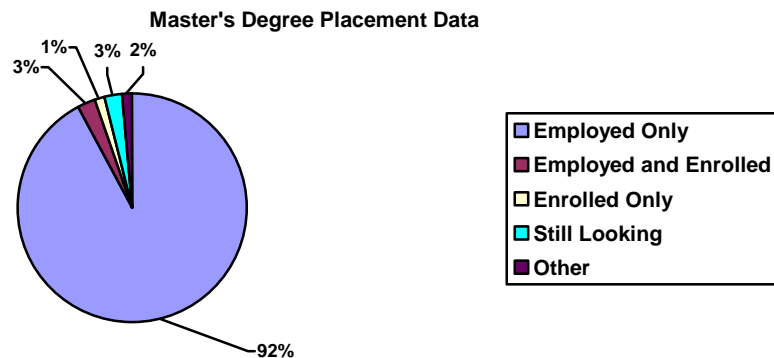
MASTER'S DEGREE SUMMARY

The master's degree survey response rate was 76% (351 responses from 459 alumni with valid addresses/phone numbers). Survey non-respondents were 24% (108).

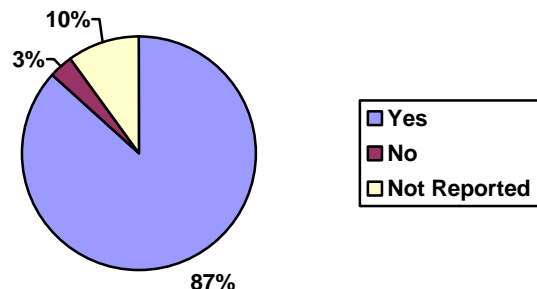
- Of all respondents (351), there was a 96% (336) placement rate, a 1% decrease from the previous year.
 - 323 were employed only
 - 4 were enrolled in further graduate study only
 - 9 were both employed and enrolled in further graduate study
 - Of the 15 (4%) respondents who were not placed :
 - 9 were still looking for employment
 - 6 were not in the job market
- Of those who responded to the employment relatedness question (332), 87% (288) reported that their employment related to their academic and/or career goals.
- Of those who reported the state where they were employed (285), 97% (277) remained in New York State and 3% (8) found employment out of state, a slight increase over last year.
- 4% (13) of our recent master's degree recipients are furthering their education.

Master's Degree Placement Data (all figures are rounded)

	Employed Only	Employed & Enrolled	Enrolled Only	Still Looking	Other	Total %
n=351	323 92%	9 3%	4 1%	9 3%	6 2%	100%
	Sub Total = 96% (336)			Sub Total = 4% (15)		100%



Employment Related to Academic and/or Career Goals (n = 332)



<u>Top Graduate Employers</u>	<u>Frequency</u>
Rochester City School District	(31)
Greece Central School District	(13)
BOCES (all)	(12)
Spencerport Central School District	(9)
Albion Central School District	(7)
Fairport Central School District	(7)
Hilton Central School District	(7)

The master's and certificate of advanced study (CAS) graduates are concentrated in education programs and this is reflected in their employment. Master's degree graduates who reported employer names (299) listed 149 employers. In addition to the "Top Employers," other employers included: the ARC, Brighton Central School District, Center for Youth, Eastman Kodak Company, Heritage Christian Services, Monroe Community College, National School Boards Foundation, Rochester Institute of Technology, SUNY College at Brockport, University of Rochester, and the YMCA.

Enrollment to Pursue Further Graduate Study Information

Of those master's degree graduates responding to the survey (351), 4% (13) reported they were pursuing further education. The following is a selection of the graduate institutions that were listed: Auburn University, Indiana Wesleyan University, Oxford University, SUNY Brockport, and the University of Rochester.

SURVEY METHODOLOGY

The Office of Career Services staff and the Assistant to the Vice President for Student Affairs were responsible for updating the 2004 Alumni Placement Survey instrument and modifying the data collection, reporting systems, and the processes for collection of alumni placement data. Patty Love, Supplemental Office Systems, played a continuing key role in managing the Access database that she designed and updated. Data analyses and the final report were completed by the Assistant to the Vice President for Student Affairs, the Director of Career Services, and the Assistant Director of Career Services.

In mid-October 2004, a mass e-mail was sent to all degree recipients using e-mail addresses from Banner. This initiative resulted in 99 (91 bachelor's, 8 master's) on-line responses to the survey. At the same time, a survey was sent by first class mail to all December 2003, January 2004, May 2004, and August 2004 degree recipients resulting in 218 completed surveys (170 bachelor's, 75 master's).

For a three week period in November and early December 2004, follow-up phone calls were made on Monday through Thursday evenings to all non-respondents, utilizing the student-staffed Institutional Advancement Call Center. Phone calls were made in early December 2004 through February 2005 during the day and evening by students and staff in Career Services to increase the response rate. Finally, after eliminating records with invalid addresses/phone numbers, the cohort surveyed totaled 1,114 bachelors and 458 masters' graduates with 880 valid returns from bachelor degree graduates, and 351 valid returns from master's program degree recipients. Final analysis and the generation of tables for the final report were completed during April and May 2005.

The response rates for each undergraduate major and each graduate program were calculated by dividing the *Program Respondents* (column heading) for each major program by the total number of major degree recipients who had *Surveys sent to valid addresses* (column heading). The Total row provides the percentages for that row, not the columns.

The full report is also available through the Office of Career Services' Web page at:
www.brockport.edu/career